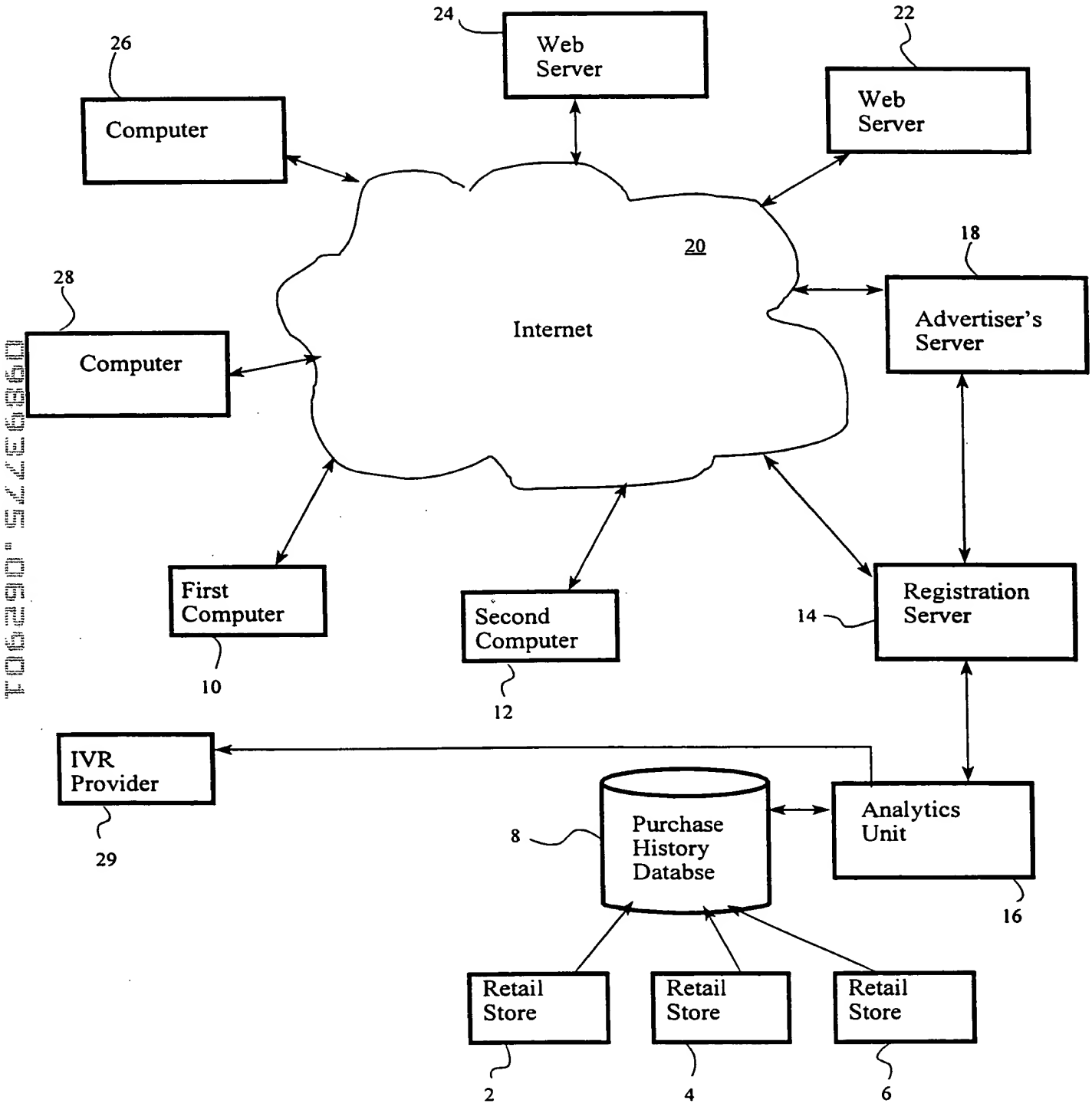
24
Web Server
22
Web Server
26
Computer
20
Internet
18
Advertiser's Server
28
Computer
First Computer
10
Second Computer
12
14
Registration Server
IVR Provider
29
8
Purchase History Databse
Analytics Unit
16
Retail Store
2
Retail Store
4
Retail Store
6

Figure 1

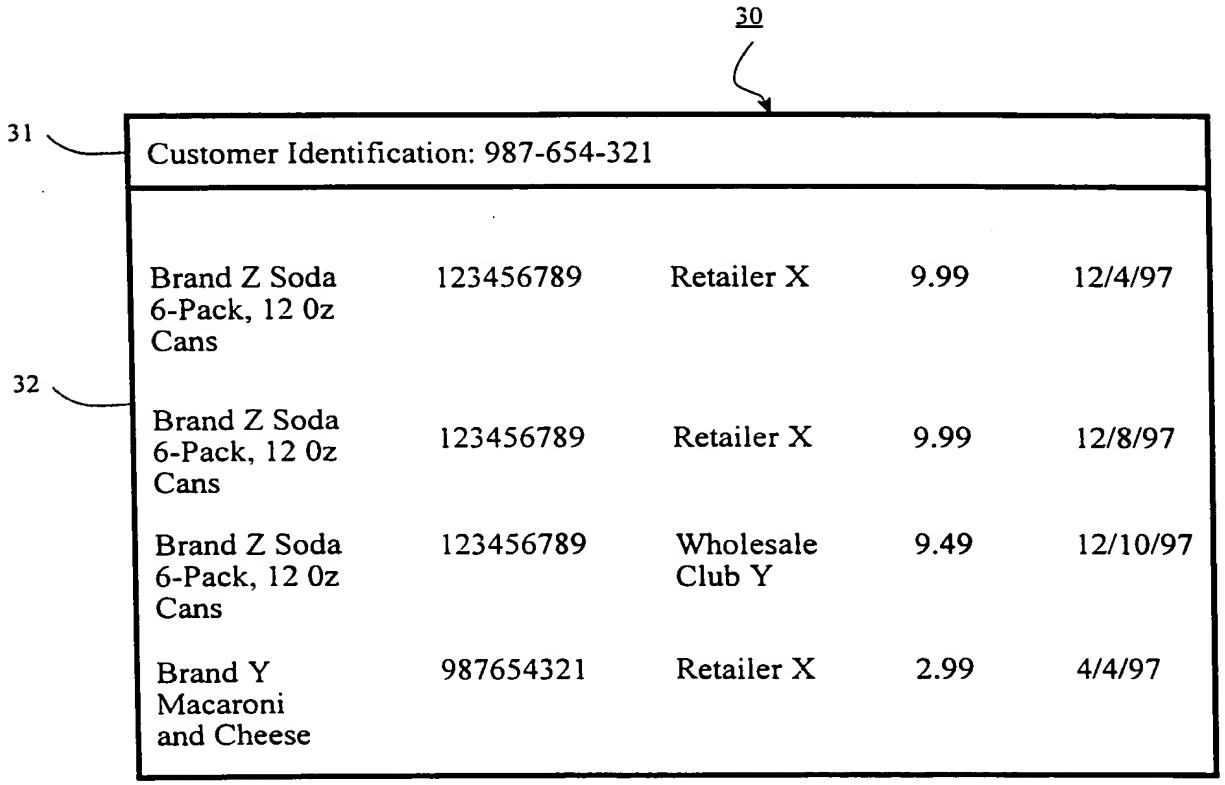

Figure 2(a)

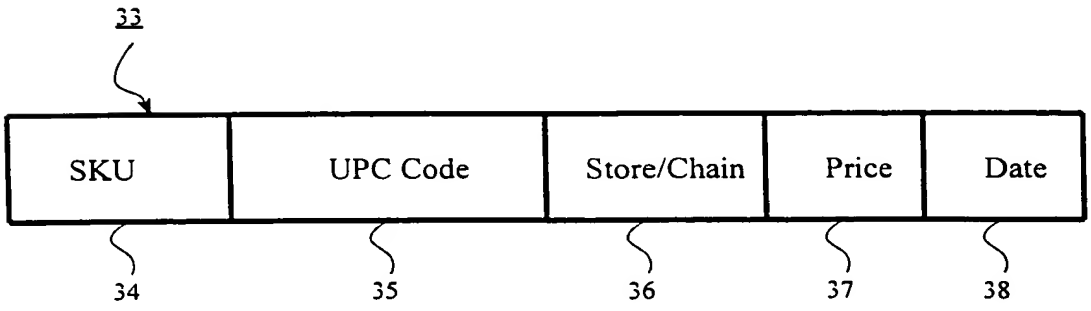

Figure 2(b)

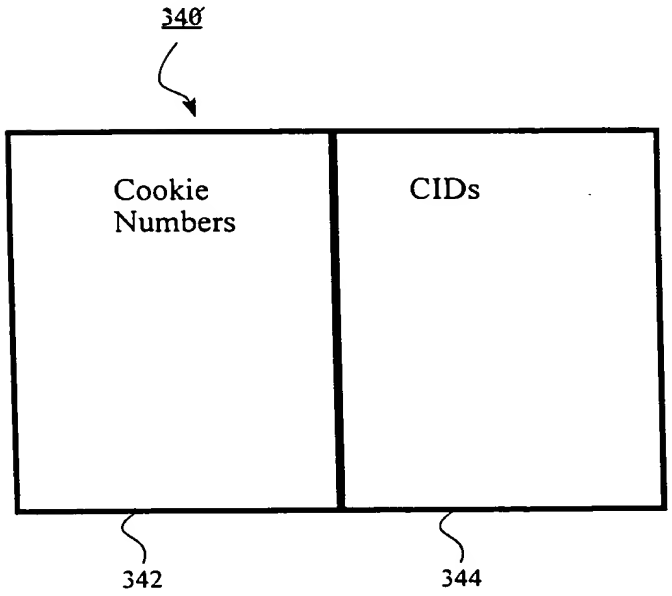

Figure 3

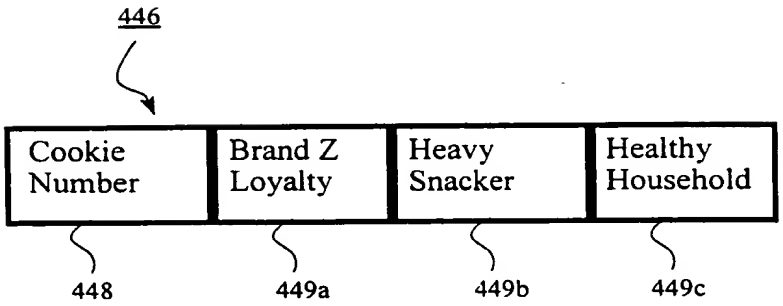

Figure 4(a)

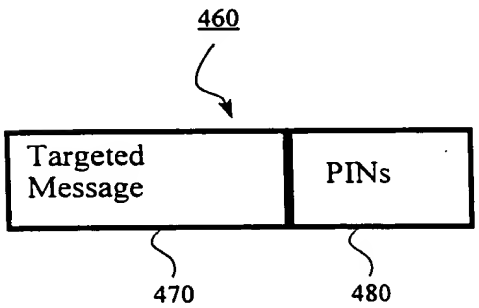

Figure 4(b)

FP6250: 5/26/2006

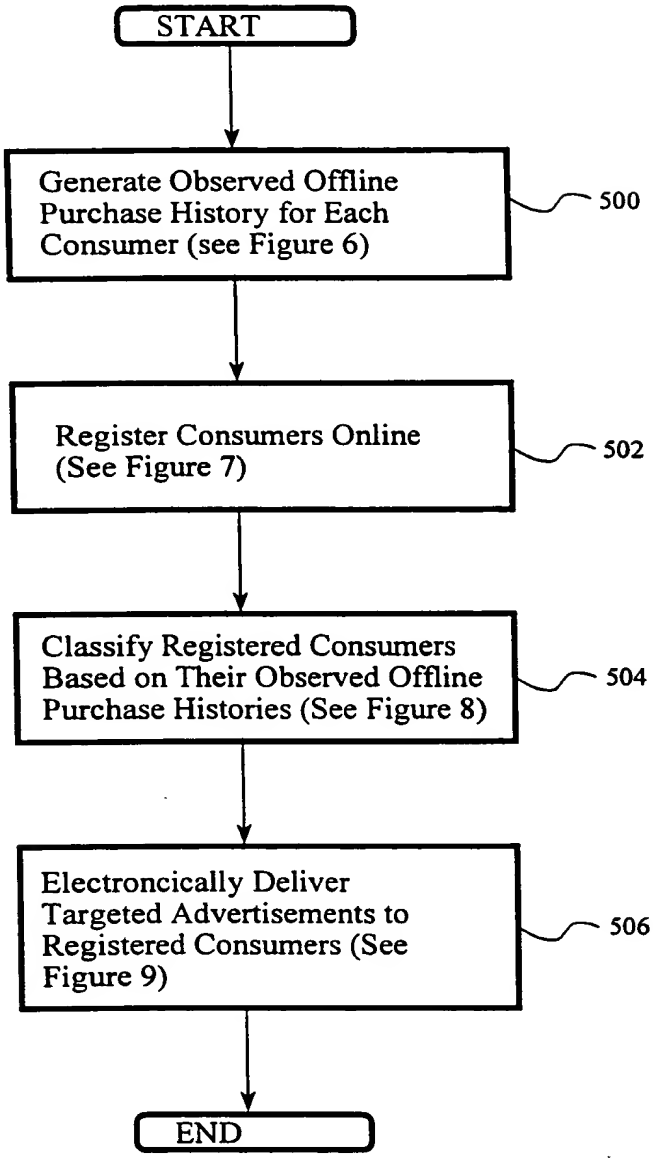
START
Generate Observed Offline Purchase History for Each Consumer (see Figure 6)
500
Register Consumers Online (See Figure 7)
502
Classify Registered Consumers Based on Their Observed Offline Purchase Histories (See Figure 8)
504
Electroncically Deliver Targeted Advertisements to Registered Consumers (See Figure 9)
506
END

Figure 5

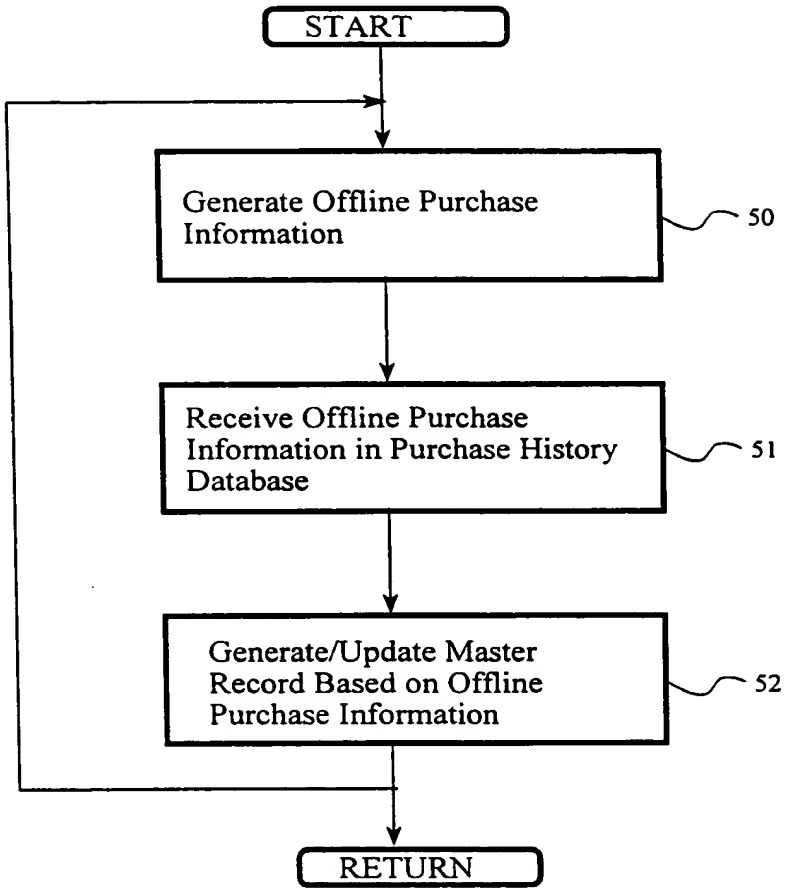
START
Generate Offline Purchase Information
50
Receive Offline Purchase Information in Purchase History Database
51
Generate/Update Master Record Based on Offline Purchase Information
52
RETURN

Figure 6

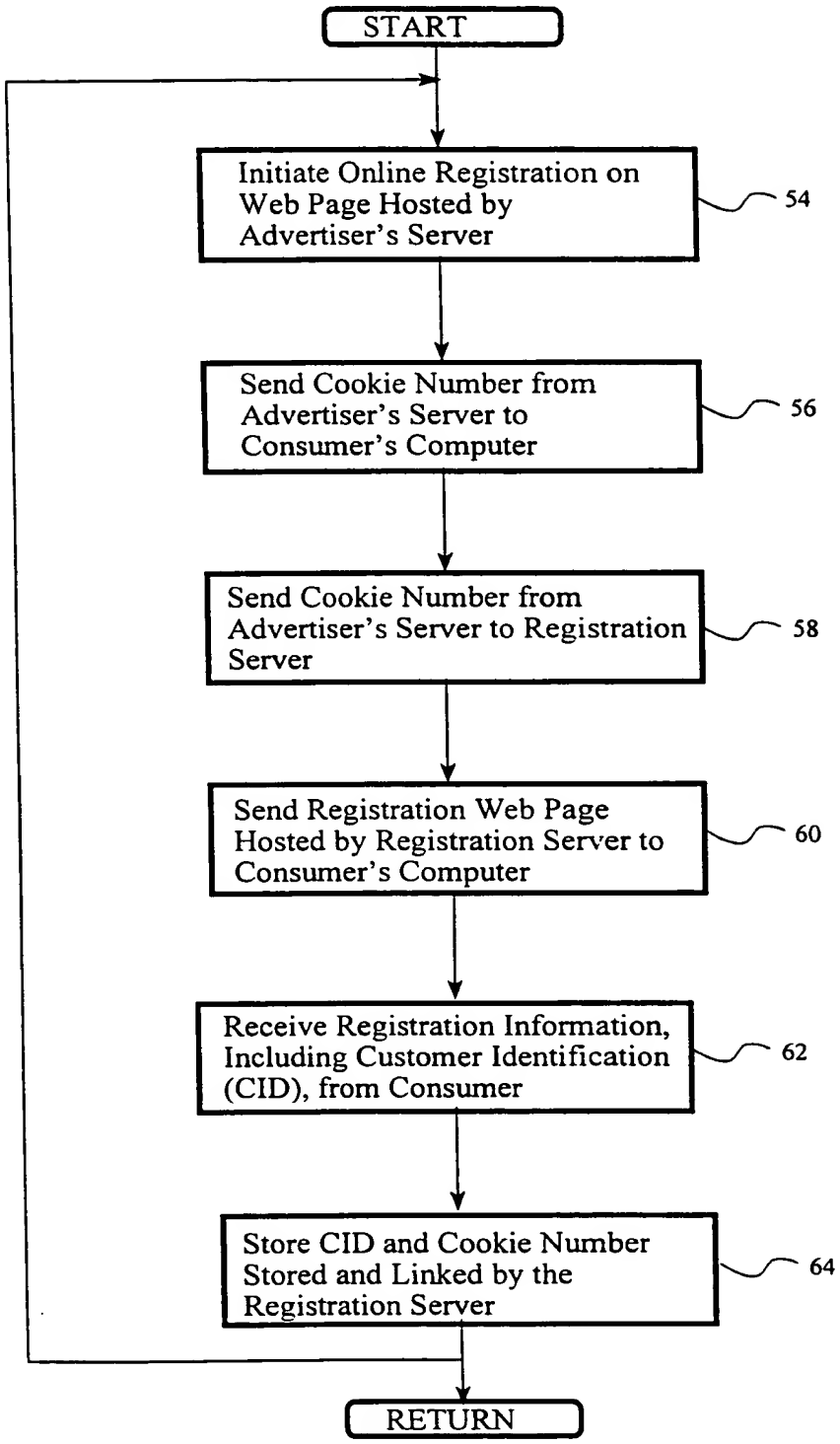

Figure 7

09893795.060901

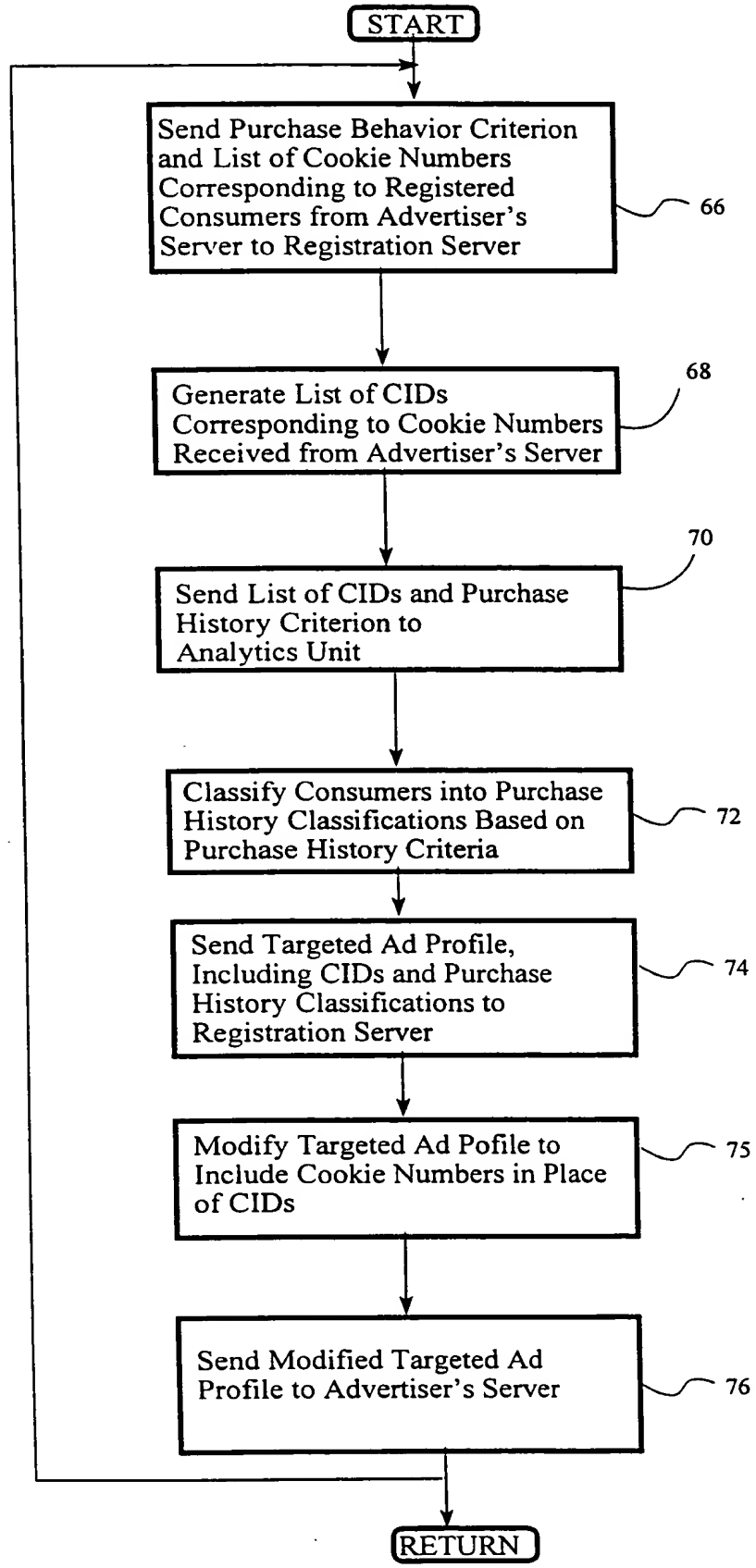

Figure 8

10620905.2736860

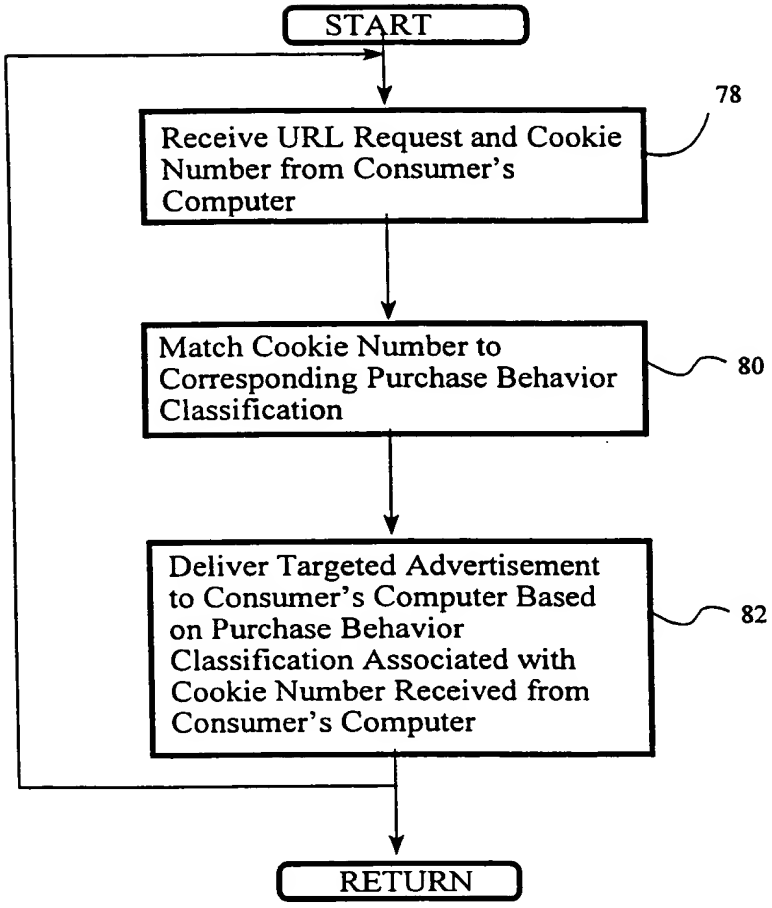
START
Receive URL Request and Cookie Number from Consumer's Computer
78
Match Cookie Number to Corresponding Purchase Behavior Classification
80
Deliver Targeted Advertisement to Consumer's Computer Based on Purchase Behavior Classification Associated with Cookie Number Received from Consumer's Computer
82
RETURN

Figure 9

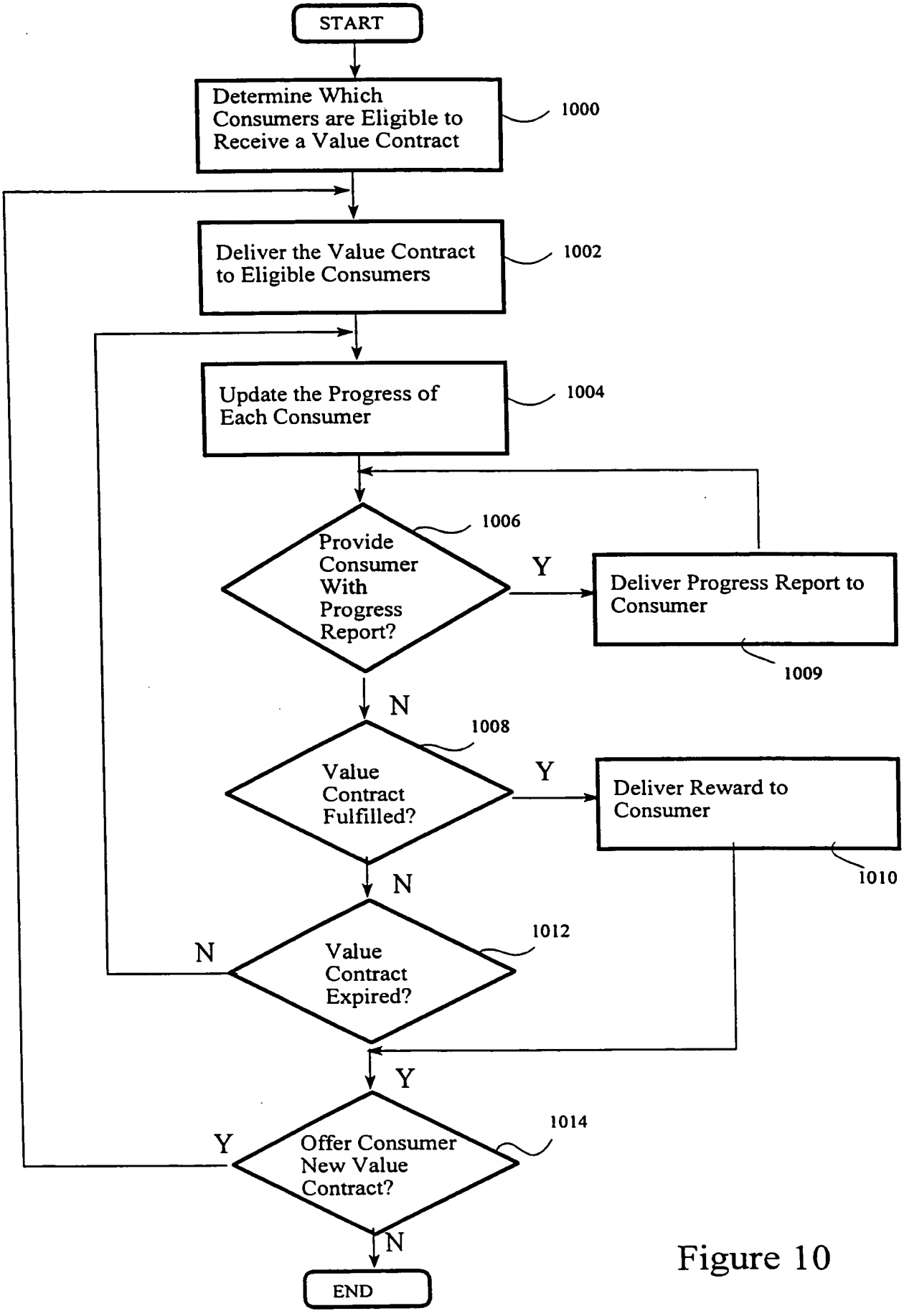
START
Determine Which Consumers are Eligible to Receive a Value Contract
1000
Deliver the Value Contract to Eligible Consumers
1002
Update the Progress of Each Consumer
1004
Provide Consumer With Progress Report?
1006
Y
Deliver Progress Report to Consumer
1009
N
Value Contract Fulfilled?
1008
Y
Deliver Reward to Consumer
1010
N
Value Contract Expired?
1012
N
Y
Offer Consumer New Value Contract?
1014
Y
N
END

Figure 10

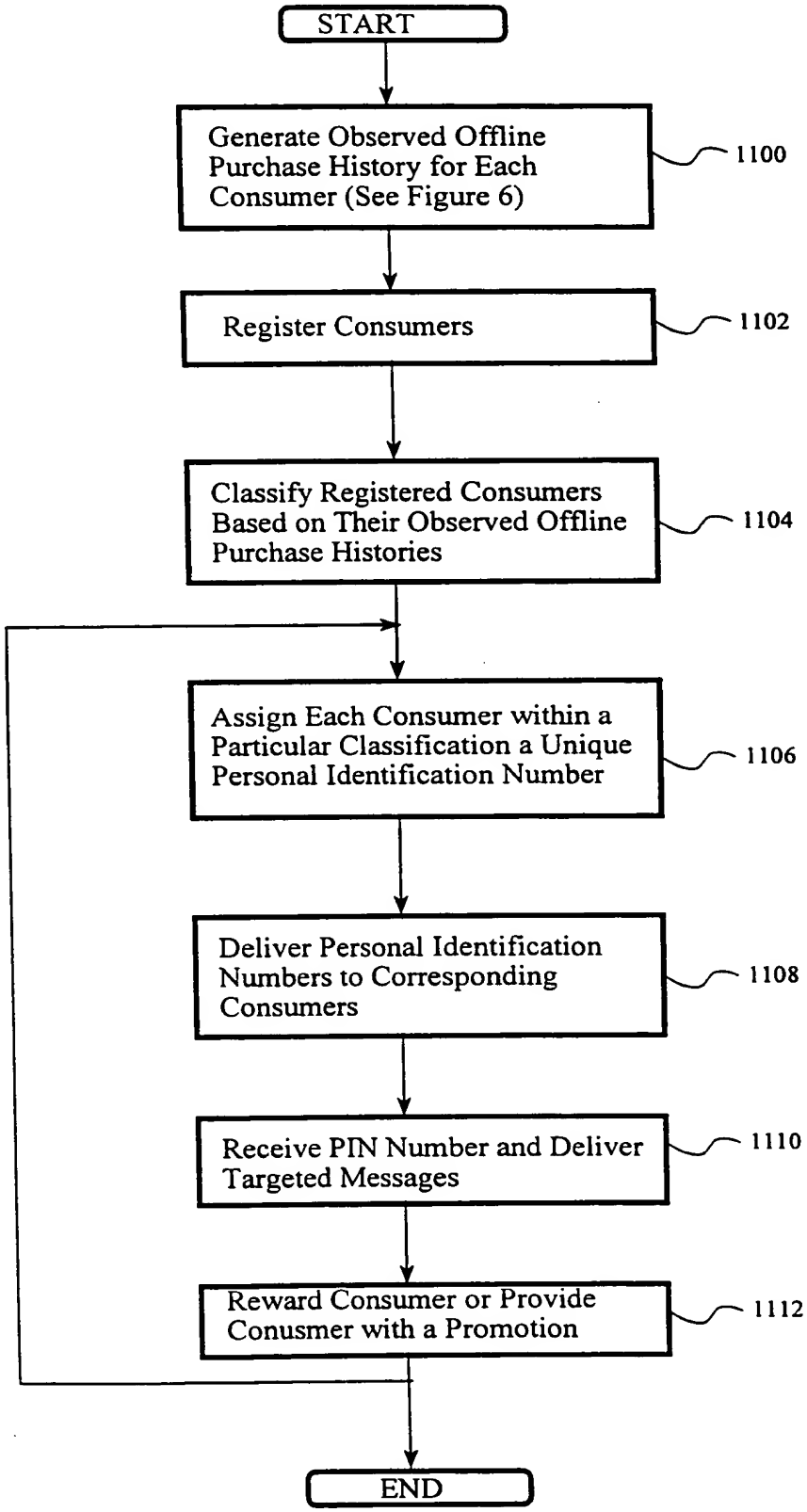
START
Generate Observed Offline Purchase History for Each Consumer (See Figure 6)
1100
Register Consumers
1102
Classify Registered Consumers Based on Their Observed Offline Purchase Histories
1104
Assign Each Consumer within a Particular Classification a Unique Personal Identification Number
1106
Deliver Personal Identification Numbers to Corresponding Consumers
1108
Receive PIN Number and Deliver Targeted Messages
1110
Reward Consumer or Provide Conusmer with a Promotion
1112
END

Figure 11

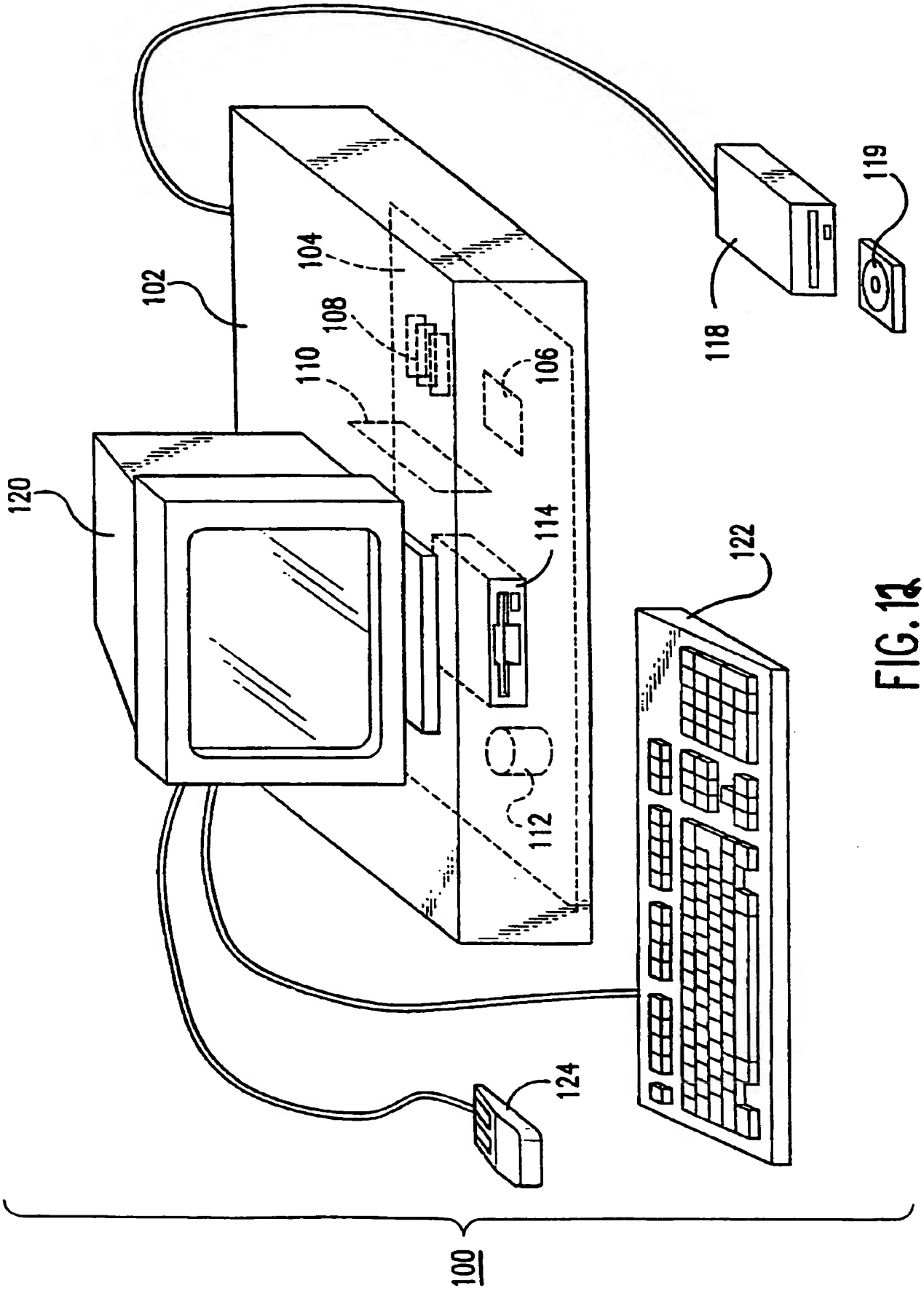

FIG. 1A

TO:0250:5475860